

**BUTTE COUNTY
CHILDREN AND FAMILIES COMMISSION
Friday, March 21, 2003
Minutes**

Held at the Mira Loma Drive county offices, the meeting was called to order at 8:37 a.m.

Item 1: Introductions

Commissioners present: Jim Botill, Chair Patricia Cragar, Marian Gage, Mark Lundberg, Sandra Machida, Karen Marlatt, and Linda Moore.

Commissioners absent: Jane Dolan, and Gene Smith.

Staff present: Cheryl Giscombe, Bobbi Dunivan, and Eva Puciata.

Staff absent: None.

Also present were: Ann Dickman, Insu Hyams, Brandy Waddell, all of Butte County Public Health; Carol Roberts, Valley Oak Children's Services; Stacy Collins; Robert Duffy; Dana Campbell, Heather Senske, Jerry Allred, Sherisse Allen, all from BCOE; Deanna Magenellio, Head Start; and many others who arrived later.

Item 2: Agenda Review

Item B was removed from the Consent Calendar for discussion.

Item 3: Consent Calendar

The following items have been discussed at previous Commission meetings. Staff has identified them as having no opposition and presenting no new or unusual issues requiring the Commission's attention. Unless a member of the Commission or the public requests discussion, this consent calendar will be voted upon with one motion.

A. California First 5 Annual Statewide Conference: Cost coverage for up to nine individuals to include Commissioners, staff, and community partners. Total estimated cost for registration, travel, lodging, and meal is \$6,273.00.

Karen Marlatt made a motion to approve item A of the Consent Calendar. Jim Botill seconde d. The motion passed unanimously.

B. DRAFT February 14, 2003 Meeting Minutes.

Linda Moore asked that the February 14, 2003 minutes be corrected to reflect the fact that she abstained from the vote approving the DEC contact award. The minutes were approved with this correction.

Item 4: Accent Project Mini-Grant Presentation

Sherisse Allen and Heather Senske of BCOE presented.

This research study was modeled after the LINC Project (Local Investment In Childcare) that has been done by several counties and is funded by the Hewlett Packard Foundation. Information was gathered by hiring the consultants that worked on the LINC project, National Economic Development and Law Center, who came to the county and worked with the local professionals. For each component of the study, advisory boards were

developed. So, for example, for the economic impact report child care professionals, government officials, financial representatives, employment representatives, and planners participated. For the community needs segment, child care professionals did both qualitative and quantitative information in focus groups and gathering information. The transportation study was a combination of transportation people and child care people. The information in all three reports was generated locally through the volunteer participation of individuals. And the National Economic Development and Law Center focused information gathering to Butte County areas of concern; they didn't bring information in from other areas and attempt to fit it in. The information will be used to detect trends, plan for the future, and present information to different county agencies, chambers of commerce, economic groups, business organizations, and employers about present and future child care impacts. The project cost \$50,000 including printing cost, which was approximately \$4,500.

There are three components of this project: 1) the economic impact report, 2) the community needs profile, and 3) transportation study.

Developing economic impact reports are new for child care. The nature of this economic impact study was to examine the effects the child care industry has on the local economy. With the increasing demand for child care in the county, child care professionals will have a hard time supplying services without investment from the economic world. This study is a tool to better understand how child care affects the economy, talk to economic people, and transition child care as more than just a service but also as a worthy investment.

The community needs profile helped determine the supply/demand needs of the county at one point in time (late fall 2002).

The transportation study examined what transportation is available, what the transportation industry was like, and where could changes be made for better transportation.

Key facts and findings of the 3-part report were presented:

Economic :

Child care is critical to the county's overall economy. It is an income generating industry. It generates jobs. Child care allows parents to work, and enables employers to be competitive in supporting employee productivity (reduced absenteeism and turnover), motivation, and loyalty. Two-thirds of employers reported child care benefits saved money or were cost neutral.

A gross receipt of child care (excluding unlicensed child care since that's hard to track) is \$32,600,000 per year. These receipts are comparable to those of local rental/leasing services and walnut farming. Another \$22,000,000 is generated through subsidies.

1,118 FTE local jobs are directly supported by the licensed child care industry. Working parents using licensed child care earn more than \$46,000,000 annually. Currently, 55% of children ages 0-5 and 63% of children ages 6-17 have all parents in the labor force. Currently, there is no employer in Butte County with a "star" child care program. Further study will be conducted to identify programs outside the county that may be implemented by some of the larger, local employers. A few companies provide benefits such as cafeteria plans or tax credits but that's the extent of it. Some of the barriers to providing child care to employees are both perceived and real, so it's going to take time to educate employers and assist them in overcoming these barriers.

Community Needs:

Child care supply must be increased across the county and in specific service areas. Unincorporated areas in the county (such as Biggs and Palermo) have as many as 90% of working parents without formal child care for their children. Supply must be built in six key areas: 1) infant care, 2) subsidized care for low-income families, 3)

care for diverse ethnicities, 4) non-traditional hours care, 5) care for children with disabilities, and 6) care in rural areas.

Transportation:

Transportation and child care are inextricably linked. Barriers to transportation or child care limit economic and educational opportunities. Transportation is important for all income levels, but extremely critical for low-income parents. Changing public transportation routes is not feasible. Independent child-centered transportation services are invaluable to families that can afford them.

Child care is a long-term investment. Quality child care increases school success rates, raises test scores and high school graduation rates, and decreases the number of students repeating a grade and/or requiring special education services. Children are better prepared to participate in the workforce, less likely to commit crime, and less likely to enter the welfare system. Every dollar spent on quality child care saves seven dollars in future public spending on education, social services, and the criminal justice system.

The future of our economy and quality of life is dependent on child care. More affordable child care and child-oriented transportation will be needed as families' transition from CalWORKS support. By 2020, 85% of families will have all parents in the workforce, demanding child care for 49,115 (ages 0-14) children. Currently, approximately 12,000 children are served.

Proposed next steps:

- Revisit the vision and goals of ACCENT as adopted by the Butte County Children and Families Commission and establish implementation strategies from the report recommendations.
- Incorporate objectives and strategies into Butte County Child Care Local Planning Council's strategic plan and activities.
- Maintain advisory board collaboration by involving members in strategic planning efforts and professional consultation.
- Identify key areas of focus from report recommendations, establish working groups, and seek support from county, city, and private entities to achieve designated goals.

Item 5: Butte Coalition for Drug-Free Babies Presentation

Insu Hyams, Chair of the First Chance Coalition, presented.

Yearly, Butte County averages 2,300 births. Of those births, it is estimated that 322 (14.1%) are drug-exposed babies. Over a three-year period (1999-2001), there were about 100 cases of fetal infant mortality. Case reviews of 68 of those 100 deaths showed that perinatal substance and prescription drug abuse was present in 17 of 68 cases (25%) and cigarette smoking/exposure to second-hand smoke was present in 32 of 68 cases (47%). These case studies were of parents willing to be interviewed by a public health nurse.

The Butte Coalition for Drug-Free Babies began with a grant from BCCFC in 2001. The objective is to decrease the number of babies born substance exposed by at least 10 babies a year. A community team to address perinatal substance abuse was sent to the Leadership Institute for Community Teams in April 2002 for intensive education. After the team came back, the coalition was launched.

The Coalition's beliefs are:

- Substance abuse is a social problem with health consequences.
- Substance abuse is a chronic and relapsing disease that interferes with the healthy functioning of families.
- Children need a stable home free from substance abuse for health growth and development.
- Quality treatment that is well matched to the needs of the person works.

Newborn complications arising from illicit drug use include low birth rate, prematurity, failure to thrive, SIDS, dysmorphism, and CNS damage. Complications arising from alcohol abuse include low birth rate, central nervous system effects, and facial dysmorphism. Tobacco has three times the impact on low birth rate than cocaine on predicting low birth rate.

Common myths about substance-abusing women include: only poor, minority women use drugs and alcohol during pregnancy; given a choice between her baby and her drug, a woman will always choose her baby; by 3rd trimester, it's too late to do any good; and treatment doesn't work.

The Coalition wants to educate the community about substance abuse and what can be done about it. They want to increase the treatment capacity for pregnant women, and that every pregnant woman has after care case management. They also want to implement SARTa (screen all pregnant women, assess women at risk, refer, treat, aftercare).

Screening gets about 40% of the women into treatment.

Since 1989, SB2669 required hospitals have policies that when indicators are present, the baby's urine is tested. But not all hospitals are testing. Enloe does random testing. Screening isn't the problem; it's having enough treatment options for pregnant women. It's important to stress the fact that this is a safety net, not punitive.

One of their goals is to study drug exposure prevalence in infants. By utilizing meconium (newborn's first stool) testing, drug exposure can be detected as far back as the 20th week of pregnancy, and can also test for methamphetamines, marijuana, cocaine, opiates, and alcohol.

The rationale for the study is that hard data is needed to bring the medical community on board with the program. For every \$1 spent on prenatal care and drug treatment for pregnant women, \$2.70 is saved in medical care for the infant in the first year of life. And if a child is identified as drug exposed, intervention/proper treatment can make a big difference in that child's life.

There was a break from 9:38 a.m. to 9:47 a.m.

Item 6: Administration Committee Report

Jim Botill reported.

Item 1: Agenda review and approval of March Commission meeting agenda and consent calendar.

Staff noted an urgent agenda placement requested by the Commission Project REWARD Committee. Members concurred to add this agenda item since the State Commission is releasing another RFF to continue the matching fund initiative for another two years.

Staff also noted the selection of Commission Officers was mistakenly not included in the DRAFT agenda. Historically, members are selected in March and begin in April, as per the Bylaws. Administration Committee members recommend Commission approval on deferring the selection of officers until July. It is further recommended the Commission approve deferring membership appointment recommendations to the Board of Supervisors within the same timeframe. This action necessitates Bylaws and possible Ordinance revisions.

Beginning dates for new Officers and Commission Membership Appointments would begin in July rather than April. This recommendation is made in order to match the terms of the officers and change in officers to the budget year cycle. The other option is calendar year. However, it seems most commission business is tied to the budget cycle. The rationale is to have one calendar for Commission work.

Item 2: Staff estimates on funds available for proposals outside formal bidding process.

Staff was directed to provide information on funds available for crisis proposals. Staff provided an analysis and recommendation for consideration. Administration Committee members determined that there are too many variables at this time to consider funds available for funding crisis proposals.

Item 3: Update on staff meeting with County Auditor's Office regarding follow-up on management letter from Commission's recent audit.

A written meeting summary with the Auditor's Office was provided to the Administration Committee members.

Marian Gage made a motion to change Bylaws concerning officer and membership appointment dates to coincide with the budget year. Sandra Machida seconded. The motion passed unanimously.

Item 8: Commission Strategic Plan Committee Report

Committee members recommend ratification of Strategic Plan Priorities as recommended by BCCFC Advisory Groups, and approval of the revised timeline for Strategic Plan revisions.

Recommendations made by the Advisory Committee are:

1. Adding in the scoring criteria one other item called "non-duplication of services."
2. Add these four guiding principles to the Strategic Plan:
 - Families have access to preventative and on-going services.
 - Services are culturally and linguistically appropriate.
 - A seamless transition for children from early care to kindergarten is desired.
 - Quality early care and education takes place in safe, healthy, nurturing, and stimulating learning environments responsive to the developmental stages of children.
3. Remove the word "All" [Children] from the Strategic Plan. The rationale is that it's unrealistic to impact "all children" in all focus areas and sets the stage for failure instead of success. Use just "children."
4. Revise Strategic Plan's definition of terms to align it with the State's language. The State uses results, desired outcomes, indicators, strategies, and performance targets.

Cheryl discussed the Advisory Groups' revisions to the priority areas in the Strategic Plan. Two significant changes to Commission identified priority areas in the Strategic Plan were:

1. Diagnostic Assessment – Provision of "Whole Child Assessment," including social, emotional, cognitive, and physical development.
2. Outreach to Families – Connecting families to education, services, and resources, including children in formal care.

The Advisory Group also recommended making some timeline revisions for completing Strategic Plan revisions.

The Commissioners were given homework on identification and weighing of prioritization criteria and ranking.

Sandra Machida made a motion to accept the Advisory Groups' Strategic Plan Recommendations to the BCCFC. Karen Marlatt seconded. The motion passed unanimously.

Sandra Machida made a motion to accept the Strategic Plan Timeline Revisions, and Revisions to the Priority Areas. Linda Moore seconded. The motion passed unanimously.

Item 9: Commission Project REWARD Committee Report

Heather Senske and Jenny Sharkey reported on the progress and recommendation to fund continuation of the State Commission's matching fund initiative through June 30, 2005.

Project REWARD is the Butte County compensation and retention initiative. It has provided stipends to 419 providers during its first phase (homes and center-based programs). There were an additional 704 stipends to those individuals who work in specialized capacities – they provide services to children who are bilingual, children with special needs, children under the age of 3, and individuals who have worked in the same program for more than five years. The intent of this initiative is to impact retention and quality of services that children receive and the length of time providers are in the community. Between 4,000 and 5,000 children are impacted by the 419 providers. The direct impacts upon providers by this program are that they are retained, and they are participating in training and/or professional development activities. They are taking coursework to increase their education and levels. That potentially increases the quality of services. It's an important part of school readiness and providers are a key part of the workforce, which contributes to a critical industry in the county.

It is projected that 300 participants will return and an additional 250 new participants will be added. This will generate an additional 900 stipends.

32% of child care providers make \$10,000 or under, 49% are making \$10,000 to \$20,000, and 15% make \$20,000 to \$30,000. The median Butte County income is \$31,000 and the self-sufficiency line is \$39,000.

The California First 5 Commission approved continued funding for two years (7/1/03 – 6/30/05) at \$19 million. CA First 5 staff reported that an analysis of participating providers showed that they are predominantly no in school readiness communities in some counties and suggested that as the program continues, it should be targeted more specifically to those neighborhoods.

Committee members recommend applying for continued matching funds from the State Commission for Project REWARD in spring 2003. Local DESS contribution funds for Project REWARD may not be available for the additional two years.

It was felt, after much discussion, that not enough information is available to Commission members to allow them to make an informed decision at this time on Project REWARDS leveraging. The Administration Committee will discuss this issue and provide additional information to the Commission after their meeting on 4/4/2003. Staff was directed to provide clarification on current expenditures and remaining balance. The Project REWARD Oversight Management Team (PROMT) was directed to provide a few reduced budget scenarios for two more years of continued funding.

Action on the request for funding in the amount of \$562,500 per year for two years beginning FY 03-04 was tabled to the April meeting.

Item 10: Staff Report

Cheryl Giscombe reported on highlights of the State's Commission's and Association meetings.

The California Children and Families Association are working on developing a strategic plan. At the first meeting, they established their mission statement, their vision statement, and their core values. They've defined their goal areas. There are four of them.

First, they wish to maintain their financial stability to keep going (previously, it had been funded by the Packard Foundation). Membership dues also help them continue the work they're doing. The Association is made up primarily of County Commission staff and partners. It represents the whole State and they meet monthly.

Their second goal was to achieve recognition of the importance in the investment of dollars for the first year's services for children age 0-5.

Third goal is to become an advocate and leader in children's issues at the State legislative level.

The Fourth goal is continuation of peer networking and training opportunities for County Commission staff.

They are also looking at changing their meeting structure so they're not meeting monthly. This is based on the State Commission's decision to move to quarterly meetings. This was a result of the governor asking all Commissions meet once a year. But the California Children and Families Commission decided they couldn't do that for the work they're doing but they did pare it down to four and the fifth meeting is the annual conference.

The State Commission is now going to meet in June, in Burbank, California. The July 17th meeting is in Sacramento. The meeting after July will be on October 16th in Los Angeles. What the Association is proposing is to meet the day before the State Commission meeting. January 15th, 2004, Sacramento. May 20th, 2004, Sacramento. July 15th, 2004, Sacramento. October 21st, 2004, Sacramento. It's important to note that they are shifting the meetings to Sacramento. Commission members, community members are encouraged to attend those meetings in Sacramento.

The State Commission will have a special meeting will be held in June by the State Commission to determine one of their next matching funds initiatives on special needs and mental health, and they will also be deciding whether they want to officially oppose the governor's propose realignment.

The Project REWARD article for the Shasta Parent magazine will appear in May, instead of April.

Three requests have been received from two community entities and one county entity interested in looking at the funding protocol that was just adopted.

The School Readiness Application Response is due April 14 to the State Commission. Cheryl will review and accept it as developed before sending it to the State Commission.

The Commission has \$8 million but it has all been allocated. Future expenses are paid for by future revenue expectations, not savings in the bank.

The meeting adjourned at 12:05 p.m.

Minutes by Josie Smith of An Executive Assistant.